

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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R 141340Z SEP 76

FM AMEMBASSY BUENOS AIRES

TO SECSTATE WASHDC 7069

INFO USDOC WASHDC

UNCLAS BUENOS AIRES 5952

E.O. 11652: N/A

TAGS: XM, ETRD, MEXP

SUBJ: SECRETARY'S OASGA INITIATIVES-USDOC EXPORT PROMOTION
ADVISORY SERVICES

REF: STATE 196223

1. EMBOFFS MET WITH MINISTER JUAN MANUEL GUEVARA, CHIEF OF THE OFFICE OF EXPORT PROMOTION OF SECRETARIAT OF FOREIGN TRADE OF GOA MINISTRY OF ECONOMY, ON AN INFORMAL BASIS, TO DISCUSS WAYS BY WHICH THE GOA MIGHT AVAIL ITSELF OF THE SECRETARY'S OFFER OF USDOC ADVISORY SERVICES FOR THE DEVELOPMENT OF EXPORT PROMOTION PROGRAMS. ALTHOUGH NOTING THE GOA HAS A LARGE ONGOING PROGRAM TO ENCOURAGE EXPORTS AND THAT THIS OFFICE HAS DEVELOPED EXPERTISE IN THIS AREA, GUEVARA DID EXPRESS INTEREST IN OBTAINING USDOC ASSISTANCE IN SPECIALIZED AREAS. GENERALLY, IN DESCRIBING THE NEEDS OF HIS OFFICE, HE DEEMPHASIZED PROBLEMS OF INTERNAL ORGANIZATION WHILE STRESSING THE NEED TO DEVELOP MORE EFFECTIVE METHODS OF 1) IDENTIFYING AND GENERATING TRADE OPPORTUNITIES OVERSEAS AND 2) DISSEMINATING THE RESULTING INFORMATION AMONG LOCAL FIRMS.

2. AFTER REVIEWING POSSIBLE ACTIONS WHICH USDOC MIGHT UNDERTAKE IN SUPPORT OF THIS EFFORT, WE WERE ABLE TO IDENTIFY AND RANK SEVERAL AREAS WHICH WOULD BE OF INTEREST TO ARGENTINA. IN ORDER OF IMPORTANCE, THESE CAN BE CATEGORIZED AS 1) TECHNICAL ASSISTANCE AND 2) INFORMATION AND PUBLICATIONS.

3. REGARDING THE FIRST CATEGORY, GUEVARA SPECIFICALLY MENTIONED
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USDOC ASSISTANCE IN THE ORGANIZATION OF MARKETING INFORMATION

SYSTEMS AND PARTICIPATION IN TRADE SEMINARS (POSSIBLE THEMES:
GSP OF US AND THIRD COUNTRIES OR OPPORTUNITIES IN SPECIFIC
MARKETS)

4. REGARDING THE SECOND CATEGORY, GUEVARA STATED THAT, IN
ADDITION TO GENERAL TRADE PROMOTION MATERIALS, TECHNICAL PUBLI-
CATIONS SUCH AS TSUS/BTN CORRELATION MANUALS WOULD BE WEL-
CMED.

5. COMMENT: ALTHOUGH GOA MINISTRY OF ECONOMY BUDGETARY AND
MANPOWER LIMITATIONS, PLUS ITS SOMEWAHT PASSIVE APPROACH TO
INTERNATIONAL MARKETING, WILL POSE SERIOUS OBSTACLES IN UPGRADING
CURRENT EXPORT PROMOTION PROGRAM, EMBASSY,
BELIEVES THAT USDOC ASSISTANCE WOULD BE VALUABLE TO ARGENTINA.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE PROMOTION
Control Number: n/a
Copy: SINGLE
Draft Date: 14 SEP 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976BUENOS05952
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760347-0236
From: BUENOS AIRES
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760964/aaaaccng.tel
Line Count: 76
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 196223
Review Action: RELEASED, APPROVED
Review Authority: vandyklc
Review Comment: n/a
Review Content Flags:
Review Date: 24 FEB 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <24 FEB 2004 by MaustMC>; APPROVED <26 AUG 2004 by vandyklc>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: SECRETARY'S OASGA INITIATIVES-USDOC EXPORT PROMOTION ADVISORY SERVICES
TAGS: ETRD, BEXP, XM, OAS
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006